

# Tourism Economic Impact

## 2018 Alabama Tourism Department Report



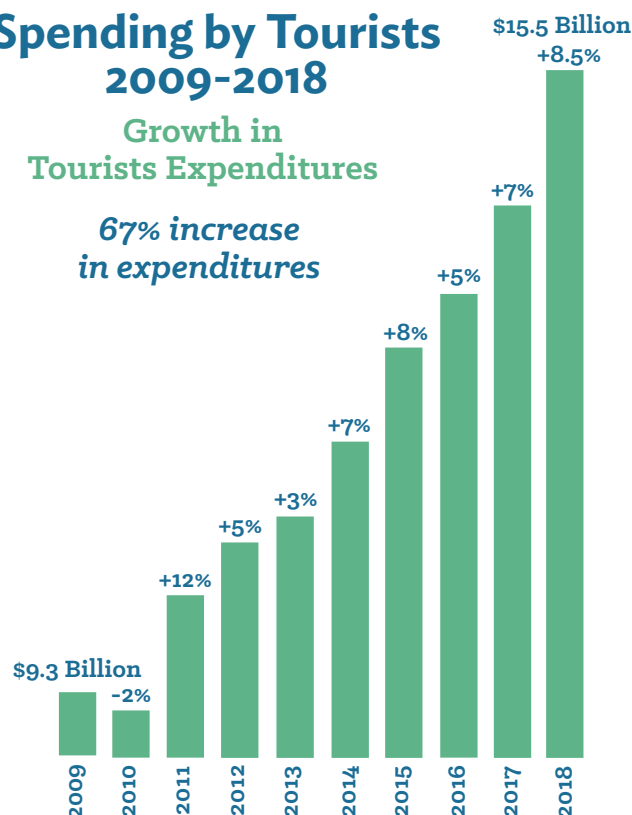
### EXECUTIVE SUMMARY

- Travelers are estimated to have spent more than \$15.5 billion in 2018, an increase of \$1.2 billion or 8.5 percent, a record total and percentage of growth. It was the second year in a row for growth in excess of one billion dollars in a single year..
- Based on the primary and secondary data, it is estimated that more than 27.7 million people visited the State of Alabama during 2018.
- Visitor expenditures in Alabama have increased by 67 percent in the past decade.
- In 2018, more than \$954 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$507 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 7.3 percent of Alabama's Gross Domestic Product – overall production – in 2018.
- An estimated 198,891 jobs – 9.7 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2018 is estimated to be \$5.4 billion.
- Every \$116,120 of travel-related expenditures creates one direct job in Alabama.
- For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.34.

### Spending by Tourists 2009-2018

Growth in  
Tourists Expenditures

67% increase  
in expenditures



Taxes paid by tourists in 2018 saved the average Alabama family \$507.

# **ECONOMIC IMPACT**

## **ALABAMA TRAVEL INDUSTRY 2018**



TOURISM HELPED FUND 198,890 JOBS LAST YEAR. EVERY \$116,120 OF EXPENDITURES IN THE TRAVEL INDUSTRY CREATES ONE DIRECT JOB IN ALABAMA. FOR EVERY TWO DIRECT JOBS CREATED, THE ALABAMA ECONOMY INDIRECTLY CREATES ONE ADDITIONAL JOB.

**\$56,973,000 of  
Alabama's 4% state  
lodging tax goes to the  
state's General Fund.**

## EXECUTIVE SUMMARY

- Travelers are estimated to have spent more than \$15.5 billion in Alabama. This represents an increase of 8.5 percent as compared to 2017 spending.
- Based on the primary and secondary data, it is estimated that more than 27.7 million people visited the State of Alabama during 2018.
- In 2018, more than \$954 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$507 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 7.3 percent of Alabama's Gross Domestic Product – overall production – in 2018.
- An estimated 198,890 jobs – 9.7 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2018 is estimated to be \$5.4 billion.
- Every \$116,120 of travel-related expenditures creates one direct job in Alabama.
- For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.34.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 67 percent of the total number of visitors to the state.

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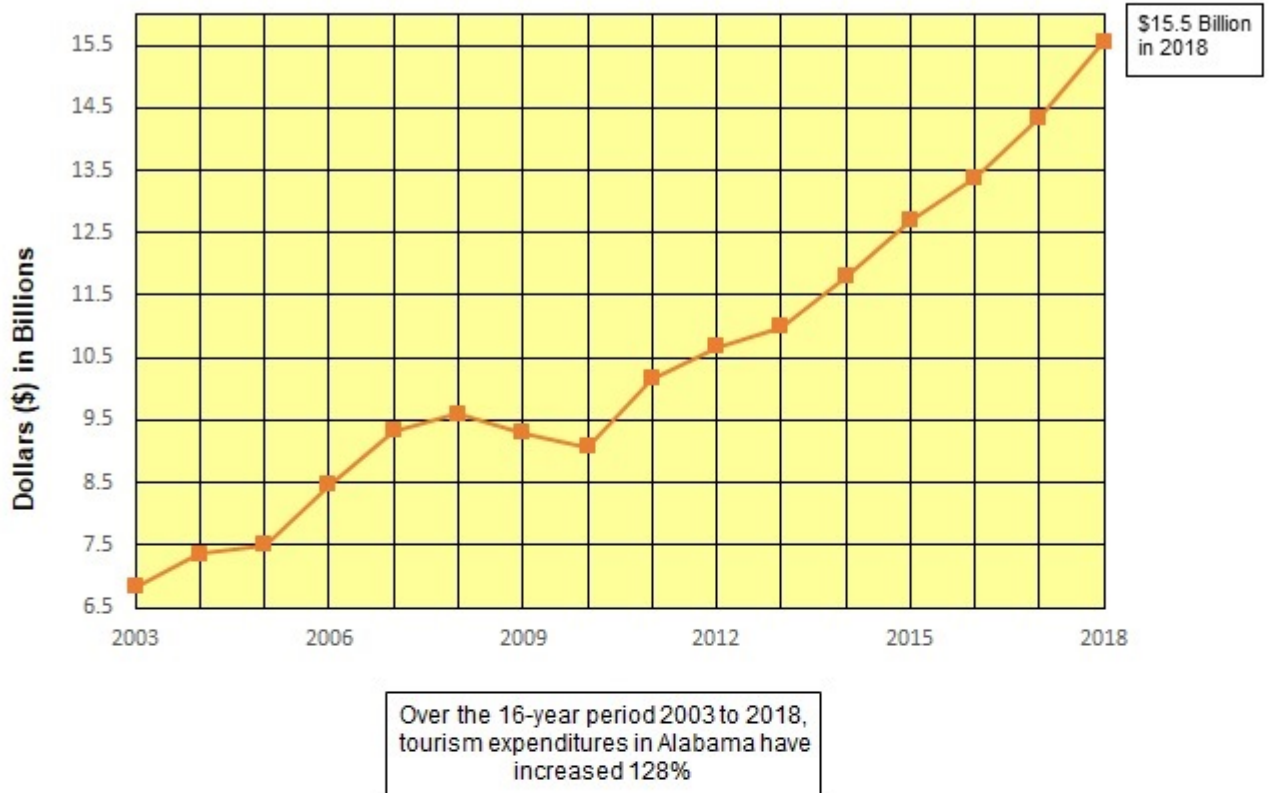
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**Figure 1**  
**Alabama Tourism Expenditures**  
**2003-2018**



Year	Expenditure Amount (\$)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118
2017	14,334,047,620
2018	15,558,256,428

## INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2018. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a “by month of expenditure” basis. The data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of “Impact of Travel on State Economies” (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2018 report.

Additional sources of information were used in preparing the 2018 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, President of Economics Research Services, Inc., an Alabama based consulting firm, and a retired professor of economics. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 19, 2019



## ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2018, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

**TABLE 1**  
**ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA**  
**AND SELECTED COUNTIES**

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTEL AND MOTEL ACCOMMODATIONS	
	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
BALDWIN	6,421,992	6,574,308	1,695,114	1,757,345
JEFFERSON	3,352,539	3,464,526	2,135,568	2,206,903
MOBILE	3,406,459	3,296,924	1,982,559	1,918,810
MADISON	3,157,712	3,350,090	2,194,610	2,328,313
MONTGOMERY	1,796,928	1,922,087	1,088,938	1,170,609
OTHER COUNTIES	8,505,493	9,117,199	9,223,604	9,683,860
<b>STATE OF ALABAMA</b>	<b>26,641,123</b>	<b>27,725,134</b>	<b>18,320,393</b>	<b>19,065,839</b>

Source: Smith Travel Research

**TABLE 2**  
**AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA**  
**AND SELECTED COUNTIES**

COUNTY	AVERAGE OCCUPANCY RATE (%)		AVERAGE ROOM RATE (\$)		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
BALDWIN (HOTELS ONLY)	62.3	61.8	122	127	167,859	174,982
JEFFERSON	64.9	66.2	93	93	418,968	427,409
MADISON	64.7	67.0	84	87	203,411	208,418
MOBILE	63.9	63.3	79	81	220,551	226,712
MONTGOMERY	63.3	67.0	79	82	188,433	191,524
<b>STATE OF ALABAMA</b>	<b>60.6</b>	<b>62.5</b>	<b>86</b>	<b>88</b>	<b>2,227,924</b>	<b>2,267,786</b>

\*Room Supply is the number of rooms available multiplied by the number of days in a month.

It is estimated that more than 27.7 million visitors made Alabama their travel destination in 2018. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 67 percent of the travelers chose these counties as their destination.

## TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2018, it is estimated that travelers spent more than \$15.5 billion in Alabama. This represents an increase of 8.5 percent as compared to 2017 spending, as shown in *Table 3*.

**TABLE 3**  
**TRAVEL EXPENDITURES IN ALABAMA**

YEAR	EXPENDITURES	CHANGE
2018	\$ 15,558,256,428	8.5%
2017	\$ 14,334,047,620	7.1%
2016	\$ 13,387,327,118	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2016 through 2018 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

**TABLE 4**  
**REAL RATES OF GROWTH IN 2016-2018\***

YEAR	ALABAMA GROSS DOMESTIC		TRAVEL
	PRODUCT	SERVICES	INDUSTRY
2018	3.5%	2.9%	7.8%
2017	3.3%	3.5%	6.4%
2016	1.1%	1.5%	5.0%

As shown in *Table 4*, growth in the travel industry for 2018 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 7.3 percent of all statewide economic activities in Alabama.

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\* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2016 and 2017 numbers are actual numbers and the 2018 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

**TABLE 5**  
**TRAVEL EXPENDITURES BY CATEGORY - 2018**

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	\$ 2,075,148,527	13%
EATING AND DRINKING ESTABLISHMENTS	\$ 4,162,902,999	27%
GENERAL RETAIL	\$ 1,523,218,267	10%
ENTERTAINMENT	\$ 1,490,442,812	9%
PUBLIC TRANSPORTATION	\$ 2,283,146,608	15%
AUTO TRANSPORTATION	<u>\$ 4,023,397,215</u>	<u>26%</u>
<b>TOTAL</b>	<b>\$ 15,558,256,428</b>	<b>100%</b>

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

### **TRAVEL - GENERATED EMPLOYMENT**

In 2018, an estimated 133,984 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

*Table 6* indicates that the biggest beneficiaries of travel-related employment were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2018. Other industries that benefited strongly were lodging facilities and entertainment.

**TABLE 6**  
**TRAVEL-RELATED DIRECT EMPLOYMENT - 2018**

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	27,211	20%
EATING AND DRINKING ESTABLISHMENTS	71,130	53%
GENERAL RETAIL	8,589	6%
ENTERTAINMENT	17,368	13%
PUBLIC TRANSPORTATION	3,586	3%
AUTO TRANSPORTATION	<u>6,100</u>	<u>5%</u>
<b>TOTAL</b>	<b>133,984</b>	<b>100%</b>

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn,

created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 133,984 direct jobs led to the creation of 64,906 additional, or indirect, jobs in the state in 2018.

**TABLE 7**  
**TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2018**

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	27,211	17,184	44,395
EATING AND DRINKING ESTABLISHMENTS	71,130	26,809	97,939
GENERAL RETAIL	8,589	3,819	12,408
ENTERTAINMENT	17,368	6,702	24,070
PUBLIC TRANSPORTATION	3,586	1,594	5,180
AUTO TRANSPORTATION	<u>6,100</u>	<u>8,798</u>	<u>14,898</u>
<b>TOTAL</b>	133,984	64,906	198,890

This overall job creation impact of 198,890 jobs is impressive. According to this analysis, 9.7 percent of all the non-agricultural employment in the State of Alabama in 2018 was directly and indirectly associated with the state's travel industry.\*

Furthermore, the analysis shows that every \$116,120 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

## **TRAVEL-GENERATED EARNINGS**

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2018 are presented in *Table 8*.

**TABLE 8**  
**TRAVEL-RELATED DIRECT EARNINGS - 2018**

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	\$ 601,378,043	20%
EATING AND DRINKING ESTABLISHMENTS	\$ 1,240,233,849	41%
GENERAL RETAIL	\$ 196,452,449	6%
ENTERTAINMENT	\$ 444,040,523	15%
PUBLIC TRANSPORTATION	\$ 337,543,087	11%
AUTO TRANSPORTATION	<u>\$ 198,411,630</u>	<u>7%</u>
<b>TOTAL</b>	\$ 3,018,059,581	100%

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\* The 2018 Alabama state non-agricultural employment was 2,042,000. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2018, the travel industry was responsible for generating over \$3 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 8.5 percent as compared to 2017.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*.

**TABLE 9**  
**TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2018**

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	\$ 601,378,043	\$ 528,250,473	\$ 1,129,628,516
EATING AND DRINKING ESTABLISHMENTS	\$ 1,240,233,849	\$ 968,498,612	\$ 2,208,732,461
GENERAL RETAIL	\$ 196,452,449	\$ 123,431,074	\$ 319,883,523
ENTERTAINMENT	\$ 444,040,523	\$ 316,512,085	\$ 760,552,608
PUBLIC TRANSPORTATION	\$ 337,543,087	\$ 289,915,757	\$ 627,458,844
AUTO TRANSPORTATION	<u>\$ 198,411,630</u>	<u>\$ 170,415,750</u>	<u>\$ 368,827,380</u>
<b>TOTAL</b>	<b>\$ 3,018,059,581</b>	<b>\$ 2,397,023,751</b>	<b>\$ 5,415,083,332</b>

The total impact of the travel industry on Alabama's earning power is estimated at over \$5.4 billion for 2018. This includes direct earnings of over \$3 billion and an indirect impact of more than \$2.3 billion. This suggests that the industry was responsible for 4 percent of total earnings in the state in 2018.

Additionally, every \$1 in travel-related spending translates to \$0.19 in direct earnings. The indirect impact is estimated to amount to an additional \$0.15 in earnings, bringing the total to \$0.34.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.34 in earnings for its citizens.

## TRAVEL-GENERATED TAX REVENUE

*Table 10* highlights the impact of travel-related industries on state and local government revenues.

**TABLE 10**  
**GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2016-2018**

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2018	\$ 681,125,686	\$ 273,087,833	\$ 954,213,519	8.5%
2017	\$ 627,530,987	\$ 251,599,787	\$ 879,130,774	5.1%
2016	\$ 597,186,187	\$ 239,433,463	\$ 836,619,650	----

We estimate that in 2018, more than \$954 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay \$507 in additional taxes to maintain current service levels.\*

As a result, we estimate that every \$1 in travel-related spending resulted in \$0.04 and \$0.02 in tax revenue for state and local governments, respectively.

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\*The U.S. Census 2010 number of Alabama households was 1,883,791. This information was provided by the U.S. Census Bureau.

## ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

**TABLE 11**  
**ALABAMA REGIONAL TOURISM DATA**

<b><u>TOTAL EXPENDITURES (\$)</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>GROWTH</u></b>	<b><u>PERCENTAGE OF STATE TOTAL</u></b>
NORTH REGION	2,696,922,502	2,926,299,074	8.5%	18.8%
CENTRAL REGION	3,561,612,177	3,874,496,863	8.8%	24.9%
SOUTH REGION	2,330,544,627	2,592,921,401	11.3%	16.7%
GULF COAST REGION	5,744,968,314	6,164,539,090	7.3%	39.6%
STATE OF ALABAMA	14,334,047,620	15,558,256,428	8.5%	100.0%

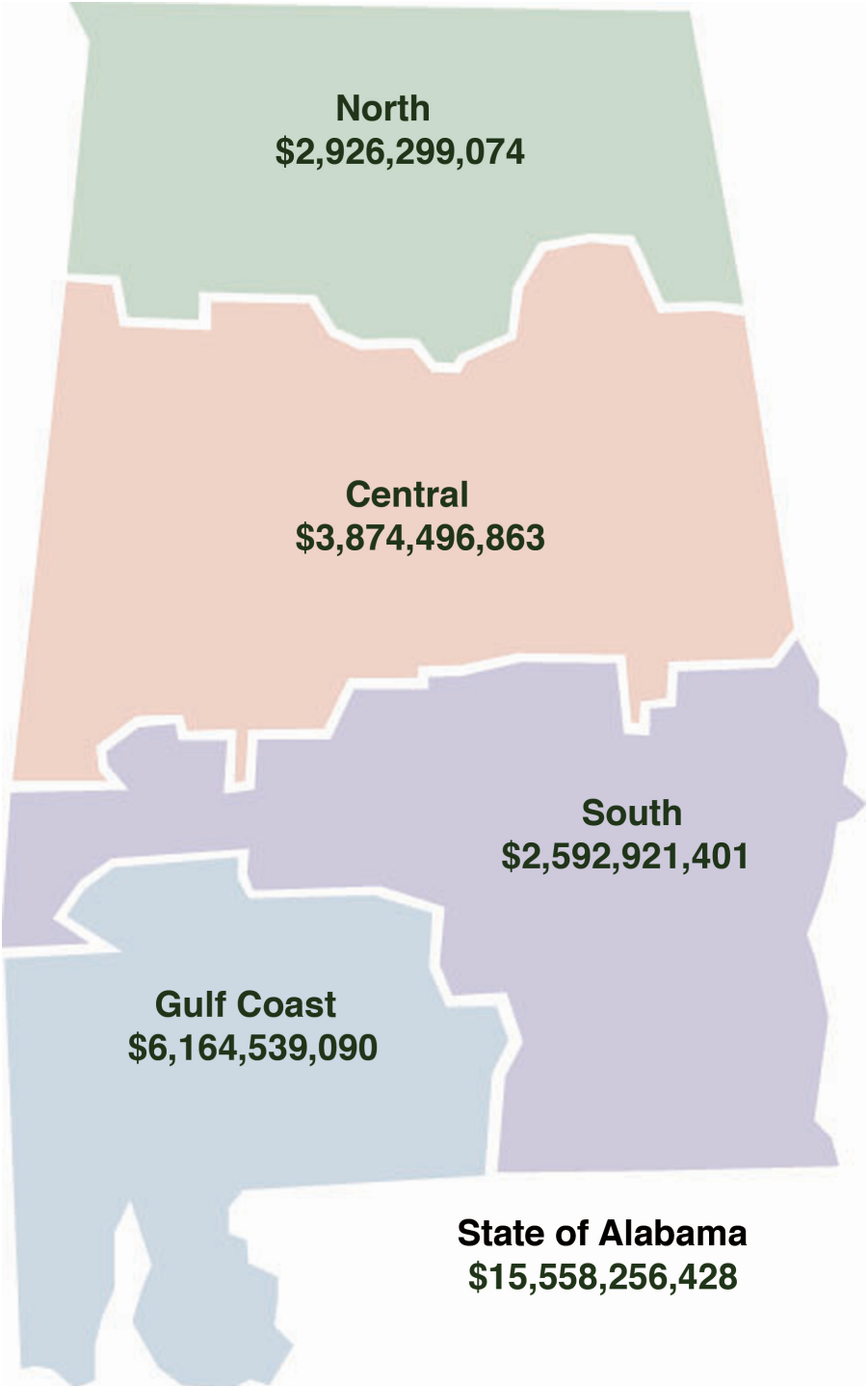
  

<b><u>TRAVEL-RELATED EARNINGS (\$)</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>GROWTH</u></b>	<b><u>PERCENTAGE OF STATE TOTAL</u></b>
NORTH REGION	842,586,614	910,654,764	8.1%	16.8%
CENTRAL REGION	1,296,148,673	1,400,126,892	8.0%	25.9%
SOUTH REGION	866,609,815	962,255,340	11.0%	17.8%
GULF COAST REGION	1,983,649,822	2,142,046,336	8.0%	39.6%
STATE OF ALABAMA	4,988,994,924	5,415,083,332	8.5%	100.0%

<b><u>TRAVEL-RELATED EMPLOYMENT</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>GROWTH</u></b>	<b><u>PERCENTAGE OF STATE TOTAL</u></b>
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	33,116	35,084	5.9%	17.6%
CENTRAL REGION	50,733	54,425	7.3%	27.4%
SOUTH REGION	33,267	36,156	8.7%	18.2%
GULF COAST REGION	69,790	73,225	4.9%	36.8%
STATE OF ALABAMA	186,906	198,890	6.4%	100.0%
DIRECT				
NORTH REGION	22,295	23,617	5.9%	17.6%
CENTRAL REGION	34,158	36,642	7.3%	27.3%
SOUTH REGION	22,404	24,349	8.7%	18.2%
GULF COAST REGION	47,054	49,376	4.9%	36.9%
STATE OF ALABAMA	125,911	133,984	6.4%	100.0%

FIGURE 2  
2018 TRAVEL-RELATED TOTAL  
EXPENDITURES BY ALABAMA TRAVEL  
REGION





## **TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS**

Total travel-generated employment in 2018 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

*Table 12*, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

*Table 13*, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

*Table 14*, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

*Table 15*, on page 19, shows the 43 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 42 percent of all travel-related employment.
- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 148,901 travel-related workers, which is 75 percent of all travel-generated employment.

### **OTHER TABLE LISTINGS:**

*Table 16*, on page 21, provides the ratio of county quarterly-to-annual state lodging tax in 2017.

*Table 17*, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

*Table 18*, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16 through 18* will be provided in the following section, starting on page 20.

*Table 19*, on page 24, shows travel-related earnings by county, including the annual growth rate.

*Table 20*, on page 26, shows travel-related expenditures by county.

*Table 21*, on page 28, contains annual state lodging tax data and provides the amount and percentage of annual change.

**TABLE 12**  
**DIRECT TRAVEL-RELATED EMPLOYMENT**  
**BY COUNTY**

COUNTY	2016	2017	2018	2017-2018 RATE OF GROWTH
AUTAUGA	318	265	272	2.6%
BALDWIN	33,516	34,116	35,868	5.1%
BARBOUR	443	521	599	15.0%
BIBB*	----	----	----	----
BLOUNT	80	83	82	-1.2%
BULLOCK*	----	----	----	----
BUTLER	479	475	499	5.1%
CALHOUN	662	718	741	3.2%
CHAMBERS	271	318	293	-7.9%
CHEROKEE	113	121	131	8.3%
CHILTON	309	377	367	-2.7%
CHOCTAW	40	47	56	19.1%
CLARKE	358	362	392	8.3%
CLAY	13	13	17	30.8%
CLEBURNE	131	132	147	11.4%
COFFEE	646	675	729	8.0%
COLBERT	532	541	594	9.8%
CONECUH	188	194	205	5.7%
COOSA	38	42	44	4.8%
COVINGTON	350	385	455	18.2%
CRENSHAW	14	15	18	20.0%
CULLMAN	1,010	1,037	1,155	11.4%
DALE	423	494	568	15.0%
DALLAS	634	661	692	4.7%
DEKALB	695	722	743	2.9%
ELMORE	1,453	1,571	1,782	13.4%
ESCAMBIA	531	571	550	-3.7%
ETOWAH	1,203	1,215	1,242	2.2%
FAYETTE	25	28	29	3.6%
FRANKLIN	160	184	162	-12.0%
GENEVA	26	33	38	15.2%
GREENE	90	93	86	-7.5%
HALE*	----	----	----	----
HENRY	35	18	30	66.7%
HOUSTON	2,665	2,658	2,852	7.3%
JACKSON	464	470	539	14.7%

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 12 (CONTINUED)**  
**DIRECT TRAVEL-RELATED EMPLOYMENT**  
**BY COUNTY**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 RATE OF GROWTH</b>
JEFFERSON	18,468	19,550	21,078	7.8%
LAMAR	8	8	10	25.0%
LAUDERDALE	1,904	1,919	1,971	2.7%
LAWRENCE	112	107	106	-0.9%
LEE	4,204	4,275	4,316	1.0%
LIMESTONE	1,057	1,028	1,109	7.9%
LOWNDES*	----	----	----	----
MACON	120	129	95	-26.4%
MADISON	10,378	11,086	11,619	4.8%
MARENGO	399	422	406	-3.8%
MARION	299	311	333	7.1%
MARSHALL	1,737	1,817	1,889	4.0%
MOBILE	11,076	11,564	12,136	4.9%
MONROE	214	236	216	-8.5%
MONTGOMERY	8,186	8,265	9,303	12.6%
MORGAN	1,401	1,540	1,825	18.5%
PERRY	56	61	48	-21.3%
PICKENS	27	29	30	3.4%
PIKE	664	649	736	13.4%
RANDOLPH	56	60	63	5.0%
RUSSELL	727	784	840	7.1%
SHELBY	4,064	4,287	4,463	4.1%
ST. CLAIR	789	843	868	3.0%
SUMTER	117	156	133	-14.7%
TALLADEGA	813	946	1,116	18.0%
TALLAPOOSA	590	664	614	-7.5%
TUSCALOOSA	4,948	5,232	5,862	12.0%
WALKER	530	601	633	5.3%
WASHINGTON	8	11	9	-18.2%
WILCOX	54	62	63	1.6%
WINSTON	99	114	117	2.6%
OUT OF STATE	----	----	----	----
<b>STATE TOTAL</b>	<b>121,020</b>	<b>125,911</b>	<b>133,984</b>	<b>6.4%</b>

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 13**  
**TOTAL (DIRECT AND INDIRECT)**  
**TRAVEL-RELATED EMPLOYMENT BY COUNTY**

COUNTY	2016	2017	2018	2017-2018 RATE OF GROWTH
AUTAUGA	473	394	403	2.3%
BALDWIN	49,544	50,574	53,161	5.1%
BARBOUR	658	773	890	15.1%
BIBB*	----	----	----	----
BLOUNT	119	123	121	-1.6%
BULLOCK *	----	----	----	----
BUTLER	711	706	741	5.0%
CALHOUN	994	1,078	1,112	3.2%
CHAMBERS	403	473	436	-7.8%
CHEROKEE	167	180	195	8.3%
CHILTON	459	560	545	-2.7%
CHOCTAW	61	71	84	18.3%
CLARKE	532	538	582	8.2%
CLAY	19	19	25	31.6%
CLEBURNE	186	187	209	11.8%
COFFEE	960	1,003	1,082	7.9%
COLBERT	796	809	889	9.9%
CONECUH	280	288	304	5.6%
COOSA	56	63	65	3.2%
COVINGTON	520	572	676	18.2%
CRENSHAW	20	22	26	18.2%
CULLMAN	1,500	1,540	1,715	11.4%
DALE	629	734	843	14.9%
DALLAS	942	981	1,028	4.8%
DEKALB	1,032	1,073	1,104	2.9%
ELMORE	2,158	2,333	2,646	13.4%
ESCAMBIA	788	849	818	-3.7%
ETOWAH	1,787	1,804	1,845	2.3%
FAYETTE	37	42	44	4.8%
FRANKLIN	237	273	241	-11.7%
GENEVA	39	49	56	14.3%
GREENE	134	138	129	-6.5%
HALE*	----	----	----	----
HENRY	54	27	45	66.7%
HOUSTON	3,959	3,947	4,236	7.3%
JACKSON	694	703	807	14.8%

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 13 (CONTINUED)**  
**TOTAL (DIRECT AND INDIRECT)**  
**TRAVEL-RELATED EMPLOYMENT BY COUNTY**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 RATE OF GROWTH</b>
JEFFERSON	27,429	29,035	31,305	7.8%
LAMAR	11	12	15	25.0%
LAUDERDALE	2,828	2,849	2,927	2.7%
LAWRENCE	167	160	159	-0.6%
LEE	6,243	6,349	6,411	1.0%
LIMESTONE	1,569	1,527	1,647	7.9%
LOWNDES*	----	----	----	----
MACON	183	196	145	-26.0%
MADISON	15,413	16,465	17,256	4.8%
MARENGO	582	615	591	-3.9%
MARION	438	456	488	7.0%
MARSHALL	2,580	2,698	2,805	4.0%
MOBILE	16,450	17,175	18,025	4.9%
MONROE	317	350	321	-8.3%
MONTGOMERY	12,157	12,275	13,817	12.6%
MORGAN	2,080	2,287	2,711	18.5%
PERRY	84	90	71	-21.1%
PICKENS	40	42	45	7.1%
PIKE	985	964	1,094	13.5%
RANDOLPH	84	89	94	5.6%
RUSSELL	1,079	1,164	1,248	7.2%
SHELBY	6,036	6,368	6,629	4.1%
ST. CLAIR	1,172	1,252	1,289	3.0%
SUMTER	174	232	197	-15.1%
TALLADEGA	1,207	1,405	1,657	17.9%
TALLAPOOSA	876	986	912	-7.5%
TUSCALOOSA	7,348	7,770	8,706	12.0%
WALKER	788	892	940	5.4%
WASHINGTON	12	16	14	-12.5%
WILCOX	80	92	94	2.2%
WINSTON	147	169	174	3.0%
OUT OF STATE	----	----	----	----
<b>STATE TOTAL</b>	<b>179,507</b>	<b>186,906</b>	<b>198,890</b>	<b>6.4%</b>

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 14**  
**TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY**  
**ORDERED BY SIZE**

<b>COUNTY</b>	<b>2018</b>	<b>SHARE OF TOTAL</b>
BALDWIN	53,161	26.73%
JEFFERSON	31,305	15.74%
MOBILE	18,025	9.06%
MADISON	17,256	8.68%
MONTGOMERY	13,817	6.95%
TUSCALOOSA	8,706	4.38%
SHELBY	6,629	3.33%
LEE	6,411	3.22%
HOUSTON	4,236	2.13%
LAUDERDALE	2,927	1.47%
MARSHALL	2,805	1.41%
MORGAN	2,711	1.36%
ELMORE	2,646	1.33%
ETOWAH	1,845	0.93%
CULLMAN	1,715	0.86%
TALLADEGA	1,657	0.83%
LIMESTONE	1,647	0.83%
ST. CLAIR	1,289	0.65%
RUSSELL	1,248	0.63%
CALHOUN	1,112	0.56%
DEKALB	1,104	0.56%
PIKE	1,094	0.55%
COFFEE	1,082	0.54%
DALLAS	1,028	0.52%
WALKER	940	0.47%
TALLAPOOSA	912	0.46%
BARBOUR	890	0.45%
COLBERT	889	0.45%
DALE	843	0.42%
ESCAMBIA	818	0.41%
JACKSON	807	0.41%
BUTLER	741	0.37%

**TABLE 14 (CONTINUED)**  
**TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY**  
**ORDERED BY SIZE**

<b>COUNTY</b>	<b>2018</b>	<b>SHARE OF TOTAL</b>
COVINGTON	676	0.34%
MARENGO	591	0.30%
CLARKE	582	0.29%
CHILTON	545	0.27%
MARION	488	0.25%
CHAMBERS	436	0.22%
AUTAUGA	403	0.20%
MONROE	321	0.16%
CONECUH	304	0.15%
FRANKLIN	241	0.12%
CLEBURNE	209	0.11%
SUMTER	197	0.10%
CHEROKEE	195	0.10%
WINSTON	174	0.09%
LAWRENCE	159	0.08%
MACON	145	0.07%
GREENE	129	0.06%
BLOUNT	121	0.06%
RANDOLPH	94	0.05%
WILCOX	94	0.05%
CHOCTAW	84	0.04%
PERRY	71	0.04%
COOSA	65	0.03%
GENEVA	56	0.03%
HENRY	45	0.02%
PICKENS	45	0.02%
FAYETTE	44	0.02%
<b>STATE TOTAL</b>	<b>198,890</b>	<b>100.00%</b>



**TABLE 15**  
**COUNTIES WITH LARGEST**  
**TOTAL EMPLOYMENT GROWTH IN 2018**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 RATE OF GROWTH</b>
HENRY	54	27	45	66.7%
CLAY	19	19	25	31.6%
LAMAR	11	12	15	25.0%
MORGAN	2,080	2,287	2,711	18.5%
CHOCTAW	61	71	84	18.3%
COVINGTON	520	572	676	18.2%
CRENSHAW	20	22	26	18.2%
TALLADEGA	1,207	1,405	1,657	17.9%
BARBOUR	658	773	890	15.1%
DALE	629	734	843	14.9%
JACKSON	694	703	807	14.8%
GENEVA	39	49	56	14.3%
PIKE	985	964	1,094	13.5%
ELMORE	2,158	2,333	2,646	13.4%
MONTGOMERY	12,157	12,275	13,817	12.6%
TUSCALOOSA	7,348	7,770	8,706	12.0%
CLEBURNE	186	187	209	11.8%
CULLMAN	1,500	1,540	1,715	11.4%
COLBERT	796	809	889	9.9%
CHEROKEE	167	180	195	8.3%
CLARKE	532	538	582	8.2%
COFFEE	960	1,003	1,082	7.9%
LIMESTONE	1,569	1,527	1,647	7.9%
JEFFERSON	27,429	29,035	31,305	7.8%
HOUSTON	3,959	3,947	4,236	7.3%
RUSSELL	1,079	1,164	1,248	7.2%
PICKENS	40	42	45	7.1%
MARION	438	456	488	7.0%
RANDOLPH	84	89	94	5.6%
CONECUH	280	288	304	5.6%
WALKER	788	892	940	5.4%
BALDWIN	49,544	50,574	53,161	5.1%
BUTLER	711	706	741	5.0%
MOBILE	16,450	17,175	18,025	4.9%
MADISON	15,413	16,465	17,256	4.8%
DALLAS	942	981	1,028	4.8%
FAYETTE	37	42	44	4.8%
SHELBY	6,036	6,368	6,629	4.1%
MARSHALL	2,580	2,698	2,805	4.0%
COOSA	56	63	65	3.2%
CALHOUN	994	1,078	1,112	3.2%
WINSTON	147	169	174	3.0%
ST. CLAIR	1,172	1,252	1,289	3.0%

## LODGING TAX—SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

**SEASONAL ANALYSIS**—Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16*, on page 21.

The graph *Alabama Lodging Tax by Quarter* illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 59.2 percent of all state lodging taxes collected during this period.
- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.1 percent and 20.7 percent, respectively, of state lodging taxes being collected for each of these periods.

**FIGURE 3**

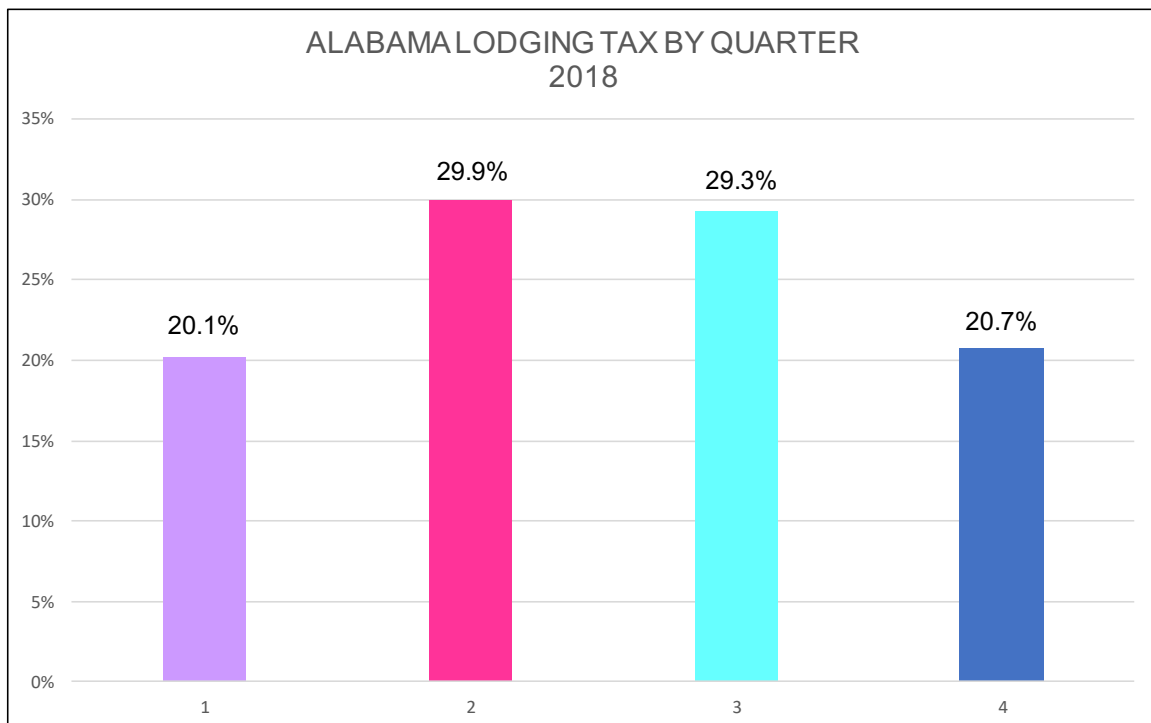


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (72 percent) of all 2018 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 35 percent and 37 percent were collected, respectively.
- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin, Madison, Montgomery and Shelby showed increased activity in the second and third quarters. Jefferson had increased activity in the second quarter and Tuscaloosa had increased activity in the third quarter. Mobile showed increased activity in the first, second and third quarters.

**TABLE 16**  
**RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX**

	1 <sup>ST</sup> QUARTER	2 <sup>ND</sup> QUARTER	3 <sup>RD</sup> QUARTER	4 <sup>TH</sup> QUARTER
BALDWIN	15%	35%	37%	13%
JEFFERSON	23%	27%	25%	25%
MADISON	23%	28%	26%	24%
MOBILE	25%	28%	26%	21%
MONTGOMERY	23%	28%	26%	23%
SHELBY	22%	28%	26%	24%
TUSCALOOSA	22%	25%	28%	25%

**DESIGNATED DEMOGRAPHIC AREA ANALYSIS** – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs). At present, there are 11 MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

<b>ANNISTON-OXFORD</b>	CALHOUN
<b>AUBURN-OPELIKA</b>	LEE
<b>BIRMINGHAM-HOOVER</b>	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
<b>DECATUR</b>	LAWRENCE AND MORGAN
<b>DOTHAN</b>	GENEVA, HENRY AND HOUSTON
<b>FLORENCE-MUSCLE SHOALS</b>	COLBERT AND LAUDERDALE
<b>GADSDEN</b>	ETOWAH
<b>HUNTSVILLE</b>	LIMESTONE AND MADISON
<b>MOBILE</b>	MOBILE
<b>MONTGOMERY</b>	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
<b>TUSCALOOSA</b>	HALE, PICKENS AND TUSCALOOSA

The state lodging tax share, presented by MSA and designated demographic areas, is found in *Tables 17 and 18* on page 23.

*Table 17* shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 58 percent of all the lodging tax in the state is collected in these 11 MSAs.
- The Birmingham-Hoover MSA is largest in terms of travel-related spending.
- Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18*, MSAs are combined to form Designated Demographic Areas. These are as follows:

<b>NORTHERN AREA</b>	DECATUR, FLORENCE-MUSCLE SHOALS, HUNTSVILLE AND GADSDEN
<b>CENTRAL AREA</b>	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM- HOOVER, MONTGOMERY AND TUSCALOOSA
<b>SOUTHERN AREA</b>	DOTHAN AND MOBILE

*Table 18* shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Central Area has the largest lodging tax share, with 33.7 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 14.6 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.9 percent share of the state's travel and tourism activities.

**TABLE 17**  
**STATE LODGING TAX:**  
**MSA AS A PERCENT OF TOTAL STATE**

<b>MSAs</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
ANNISTON-OXFORD	1.6%	1.7%	1.7%
AUBURN-OPELIKA	3.2%	3.2%	3.0%
BIRMINGHAM-HOOVER	17.7%	18.2%	17.6%
DECATUR	1.5%	1.6%	1.8%
DOTHAN	2.1%	2.0%	2.1%
FLORENCE-MUSCLE SHOALS	2.1%	2.0%	2.0%
GADSDEN	1.1%	1.1%	1.0%
HUNTSVILLE	9.7%	9.8%	9.8%
MOBILE	7.8%	7.9%	7.9%
MONTGOMERY	7.1%	6.8%	7.3%
TUSCALOOSA	3.9%	4.0%	4.2%

**TABLE 18**  
**MSA STATE LODGING TAX BY DESIGNATED DEMOGRAPHIC AREAS**

<b>AREAS</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>NORTHERN</b>	14.4%	14.5%	14.6%
<b>CENTRAL – TOTAL</b>	33.6%	33.9%	33.7%
CENTRAL – ANNISTON-OXFORD, BIRMINGHAM-HOOVER AND TUSCALOOSA	23.3%	23.9%	23.4%
CENTRAL –AUBURN-OPELIKA AND MONTGOMERY	10.3%	10.0%	10.3%
<b>SOUTHERN</b>	9.9%	9.8%	9.9%

**TABLE 19**  
**TRAVEL-RELATED EARNINGS BY COUNTY**  
**TOTAL (DIRECT AND INDIRECT)**

COUNTY	2016	2017	2018	2017-2018 RATE OF GROWTH
AUTAUGA	15,233,796	12,088,429	12,192,909	0.9%
BALDWIN	1,406,178,513	1,496,917,898	1,623,161,354	8.4%
BARBOUR	15,409,440	18,253,364	21,806,690	19.5%
BIBB*	----	----	----	----
BLOUNT	2,895,797	2,970,787	2,945,333	-0.9%
BULLOCK*	----	----	----	----
BUTLER	18,561,942	18,286,128	20,000,273	9.4%
CALHOUN	25,096,734	27,197,348	28,405,758	4.4%
CHAMBERS	10,325,740	12,079,989	10,310,523	-14.6%
CHEROKEE	5,207,359	5,623,502	6,712,797	19.4%
CHILTON	11,535,134	14,091,692	12,777,710	-9.3%
CHOCTAW	1,505,514	1,732,136	2,245,185	29.6%
CLARKE	13,622,779	13,567,698	15,029,340	10.8%
CLAY	299,802	291,271	445,543	53.0%
CLEBURNE	4,465,338	4,514,385	5,212,143	15.5%
COFFEE	24,189,291	25,114,201	27,227,115	8.4%
COLBERT	19,240,314	19,461,939	21,935,944	12.7%
CONECUH	6,426,518	6,596,781	7,265,022	10.1%
COOSA	1,264,337	1,362,074	1,447,498	6.3%
COVINGTON	12,910,132	14,027,833	16,591,420	18.3%
CRENSHAW	457,096	496,519	617,179	24.3%
CULLMAN	37,620,790	38,728,417	44,255,485	14.3%
DALE	15,282,422	17,904,307	21,603,227	20.7%
DALLAS	23,080,743	23,956,847	25,744,374	7.5%
DEKALB	26,149,385	27,239,473	28,386,329	4.2%
ELMORE	53,051,331	57,501,385	66,757,890	16.1%
ESCAMBIA	20,232,759	21,819,452	20,995,495	-3.8%
ETOWAH	44,073,467	44,187,162	45,768,998	3.6%
FAYETTE	891,638	986,586	1,026,585	4.1%
FRANKLIN	6,067,159	6,964,053	6,084,247	-12.6%
GENEVA	949,688	1,134,152	1,333,493	17.6%
GREENE	3,303,617	3,353,963	3,125,780	-6.8%
HALE*	----	----	----	----
HENRY	1,391,437	709,028	1,113,613	57.1%
HOUSTON	104,587,282	104,859,558	112,343,217	7.1%
JACKSON	16,623,644	16,626,032	19,760,948	18.9%

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 19 (CONTINUED)**  
**TRAVEL-RELATED EARNINGS BY COUNTY**  
**TOTAL (DIRECT AND INDIRECT)**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 RATE OF GROWTH</b>
JEFFERSON	712,649,412	757,735,297	825,910,412	9.0%
LAMAR	298,850	317,188	409,930	29.2%
LAUDERDALE	70,003,388	69,694,742	71,574,464	2.7%
LAWRENCE	4,003,784	3,783,751	3,777,879	-0.2%
LEE	170,660,684	174,185,413	177,247,355	1.8%
LIMESTONE	40,847,053	37,576,505	41,588,821	10.7%
LOWNDES*	----	----	----	----
MACON	4,536,980	4,887,841	3,401,336	-30.4%
MADISON	408,879,780	437,067,104	466,857,821	6.8%
MARENGO	13,572,146	14,303,201	13,827,034	-3.3%
MARION	10,665,060	11,065,292	12,121,019	9.5%
MARSHALL	62,591,424	64,852,529	69,116,245	6.6%
MOBILE	422,310,599	436,617,448	468,130,416	7.2%
MONROE	7,205,884	7,749,594	7,125,161	-8.1%
MONTGOMERY	317,611,642	321,973,252	376,085,587	16.8%
MORGAN	48,682,355	52,240,371	65,046,434	24.5%
PERRY	1,944,306	2,059,606	1,516,645	-26.4%
PICKENS	1,069,883	1,113,289	1,160,060	4.2%
PIKE	23,750,015	23,352,322	27,347,365	17.1%
RANDOLPH	2,050,507	2,175,283	2,277,578	4.7%
RUSSELL	27,532,313	29,677,205	32,551,001	9.7%
SHELBY	148,580,646	152,338,162	158,136,123	3.8%
ST. CLAIR	27,941,261	29,449,805	30,220,472	2.6%
SUMTER	4,116,149	5,246,143	4,201,901	-19.9%
TALLADEGA	27,963,243	31,537,919	39,035,464	23.8%
TALLAPOOSA	19,233,344	21,539,129	19,999,955	-7.1%
TUSCALOOSA	193,183,291	204,955,889	228,920,995	11.7%
WALKER	21,596,795	23,803,655	25,585,817	7.5%
WASHINGTON	297,186	380,951	339,548	-10.9%
WILCOX	1,928,185	2,166,694	2,219,077	2.4%
WINSTON	3,887,635	4,504,955	4,722,000	4.8%
OUT OF STATE	----	----	----	----
<b>STATE TOTAL</b>	<b>4,747,724,738</b>	<b>4,988,994,924</b>	<b>5,415,083,332</b>	<b>8.5%</b>

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 20**  
**TRAVEL-RELATED EXPENDITURES BY COUNTY**

COUNTY	2016	2017	2018	2017-2018 RATE OF GROWTH
AUTAUGA	41,686,022	33,699,211	33,995,154	0.9%
BALDWIN	4,206,699,290	4,438,873,738	4,768,868,631	7.4%
BARBOUR	41,675,570	50,885,351	60,799,416	19.5%
BIBB*	----	----	----	----
BLOUNT	7,736,510	8,158,077	8,075,361	-1.0%
BULLOCK*	----	----	----	----
BUTLER	47,110,061	46,974,328	51,760,018	10.2%
CALHOUN	79,960,338	90,866,140	95,186,543	4.8%
CHAMBERS	28,255,532	35,176,568	30,247,949	-14.0%
CHEROKEE	18,074,061	20,518,980	24,500,958	19.4%
CHILTON	31,564,939	41,660,158	38,002,371	-8.8%
CHOCTAW	4,119,713	4,828,718	6,259,820	29.6%
CLARKE	37,277,607	37,823,005	41,903,430	10.8%
CLAY	329,297	311,688	741,857	138.0%
CLEBURNE	10,745,766	10,833,830	12,780,746	18.0%
COFFEE	66,191,993	68,510,591	75,912,149	10.8%
COLBERT	52,610,028	53,740,839	62,221,554	15.8%
CONECUH	18,076,722	18,640,156	20,255,668	8.7%
COOSA	3,214,210	3,546,941	3,785,598	6.7%
COVINGTON	38,197,118	42,428,858	52,192,811	23.0%
CRENSHAW	1,250,806	1,434,186	1,770,800	23.5%
CULLMAN	122,556,791	128,530,667	146,893,955	14.3%
DALE	43,292,343	52,413,753	63,984,871	22.1%
DALLAS	68,069,414	70,787,451	75,781,018	7.1%
DEKALB	82,368,799	85,786,441	89,692,842	4.6%
ELMORE	150,081,448	165,300,973	192,382,786	16.4%
ESCAMBIA	55,365,269	59,826,033	57,536,988	-3.8%
ETOWAH	147,178,226	150,324,584	155,727,428	3.6%
FAYETTE	2,501,881	2,820,204	2,934,949	4.1%
FRANKLIN	16,602,277	20,289,379	17,714,087	-12.7%
GENEVA	2,598,744	3,411,850	4,043,158	18.5%
GREENE	6,204,932	6,429,350	5,940,335	-7.6%
HALE*	----	----	----	----
HENRY	3,807,552	1,976,574	5,606,695	183.7%
HOUSTON	286,194,434	284,815,138	312,474,525	9.7%
JACKSON	54,788,165	55,823,452	66,358,360	18.9%

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.



**TABLE 20 (CONTINUED)**  
**TRAVEL-RELATED EXPENDITURES BY COUNTY**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 RATE OF GROWTH</b>
JEFFERSON	1,886,417,857	2,071,550,003	2,285,512,005	10.3%
LAMAR	817,777	884,233	1,142,929	29.3%
LAUDERDALE	238,835,289	242,240,639	248,808,316	2.7%
LAWRENCE	12,732,930	12,258,796	12,241,457	-0.1%
LEE	438,485,734	461,246,246	469,594,874	1.8%
LIMESTONE	128,914,700	124,933,081	138,292,135	10.7%
LOWNDES*	----	----	----	----
MACON	7,504,198	8,122,708	3,979,288	-51.0%
MADISON	1,189,201,579	1,305,536,193	1,405,116,109	7.6%
MARENGO	33,210,354	38,372,499	37,050,179	-3.4%
MARION	39,443,417	41,552,651	46,093,152	10.9%
MARSHALL	212,209,968	224,794,257	238,831,138	6.2%
MOBILE	1,081,954,872	1,167,139,662	1,255,161,957	7.5%
MONROE	19,718,306	21,603,734	19,865,721	-8.0%
MONTGOMERY	814,669,396	841,214,187	971,893,490	15.5%
MORGAN	179,710,326	209,875,893	252,566,773	20.3%
PERRY	6,057,064	6,492,058	4,228,572	-34.9%
PICKENS	3,817,053	4,078,182	4,283,031	5.0%
PIKE	66,954,298	65,099,840	76,247,419	17.1%
RANDOLPH	5,611,041	6,064,089	6,350,135	4.7%
RUSSELL	75,339,895	82,731,872	90,755,720	9.7%
SHELBY	337,080,244	368,738,471	384,729,675	4.3%
ST. CLAIR	74,003,511	82,097,945	84,257,953	2.6%
SUMTER	11,263,501	16,125,687	12,716,083	-21.1%
TALLADEGA	76,519,099	87,919,032	108,835,106	23.8%
TALLAPOOSA	52,630,452	65,048,110	60,765,685	-6.6%
TUSCALOOSA	542,012,823	594,611,453	660,719,310	11.1%
WALKER	59,097,841	66,358,035	71,336,031	7.5%
WASHINGTON	813,226	1,061,986	946,695	-10.9%
WILCOX	5,276,318	6,290,293	6,437,210	2.3%
WINSTON	10,638,191	12,558,573	13,165,449	4.8%
OUT OF STATE	----	----	----	----
<b>STATE TOTAL</b>	<b>13,387,327,118</b>	<b>14,334,047,620</b>	<b>15,558,256,428</b>	<b>8.5%</b>

\*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 21**  
**ANNUAL STATE LODGING TAX**

<b>COUNTY</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2017-2018 DOLLAR INCREASE/ DECREASE</b>	<b>2017-2018 RATE OF GROWTH</b>
AUTAUGA	201,809	163,144	164,576	1,432	0.9%
BALDWIN	21,283,361	22,458,024	24,115,805	1,657,781	7.4%
BARBOUR	201,759	246,346	294,340	47,994	19.5%
BIBB <sup>#</sup>	----	----	----	----	----
BLOUNT*	40,764	42,985	42,549	-436	-1.0%
BULLOCK <sup>#</sup>	----	----	----	----	----
BUTLER	223,921	223,276	246,023	22,747	10.2%
CALHOUN	1,053,287	1,196,945	1,253,856	56,911	4.8%
CHAMBERS	138,068	171,887	147,804	-24,083	-14.0%
CHEROKEE*	87,857	99,742	119,098	19,356	19.4%
CHILTON	152,811	201,684	183,976	-17,708	-8.8%
CHOCTAW	20,711	24,276	31,470	7,194	29.6%
CLARKE	180,467	183,108	202,862	19,754	10.8%
CLAY	1,656	1,567	3,730	2,163	138.0%
CLEBURNE	54,023	54,466	64,254	9,788	18.0%
COFFEE	329,602	341,148	378,004	36,856	10.8%
COLBERT*	259,171	264,742	306,520	41,778	15.8%
CONECUH	90,878	93,711	101,833	8,122	8.7%
COOSA	16,159	17,832	19,032	1,200	6.7%
COVINGTON	165,426	183,753	226,039	42,286	23.0%
CRENSHAW	18,658	21,394	26,415	5,021	23.5%
CULLMAN*	611,648	641,462	733,109	91,647	14.3%
DALE	209,586	253,744	309,762	56,018	22.1%
DALLAS	207,372	215,652	230,865	15,213	7.1%
DEKALB*	420,935	438,400	458,363	19,963	4.6%
ELMORE	754,515	831,029	967,180	136,151	16.4%
ESCAMBIA	278,342	300,768	289,260	-11,508	-3.8%
ETOWAH*	736,648	752,396	779,438	27,042	3.6%
FAYETTE	12,266	13,827	14,390	563	4.1%
FRANKLIN*	103,339	126,289	110,259	-16,030	-12.7%
GENEVA	13,065	17,153	20,326	3,173	18.5%
GREENE	40,124	41,575	38,413	-3,162	-7.6%
HALE <sup>#</sup>	----	----	----	----	----
HENRY	19,142	9,937	28,187	18,250	183.7%
HOUSTON	1,385,517	1,378,839	1,512,743	133,904	9.7%

\* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

<sup>#</sup>No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

**TABLE 21 (CONTINUED)**  
**ANNUAL STATE LODGING TAX**

COUNTY	2016	2017	2018	2017-2018 DOLLAR INCREASE/ DECREASE	2017-2018 RATE OF GROWTH
JACKSON*	337,357	343,731	408,600	64,869	18.9%
JEFFERSON	9,217,825	10,122,458	10,492,594	370,136	3.7%
LAMAR	4,111	4,445	5,746	1,301	29.3%
LAUDERDALE*	1,148,575	1,164,951	1,196,536	31,585	2.7%
LAWRENCE*	68,194	65,655	65,562	-93	-0.1%
LEE	2,122,785	2,232,973	2,273,390	40,417	1.8%
LIMESTONE*	642,219	622,383	688,934	66,551	10.7%
LOWNDES#	----	----	----	----	----
MACON	37,726	40,836	20,005	-20,831	-51.0%
MADISON*	5,739,375	6,300,834	6,781,431	480,597	7.6%
MARENGO	166,961	192,913	186,265	-6,648	-3.4%
MARION*	199,992	210,687	233,709	23,022	10.9%
MARSHALL*	695,330	736,563	782,557	45,994	6.2%
MOBILE	5,142,695	5,547,591	5,965,975	418,384	7.5%
MONROE	99,131	108,610	99,872	-8,738	-8.0%
MONTGOMERY	3,694,998	3,815,394	4,408,101	592,707	15.5%
MORGAN*	901,810	1,053,185	1,267,414	214,229	20.3%
PERRY	30,161	32,327	21,056	-11,271	-34.9%
PICKENS	12,249	13,087	13,745	658	5.0%
PIKE	336,604	327,281	383,324	56,043	17.1%
RANDOLPH	28,209	30,486	31,924	1,438	4.7%
RUSSELL	364,733	400,519	439,364	38,845	9.7%
SHELBY	1,616,892	1,768,749	1,845,455	76,706	4.3%
ST. CLAIR	372,043	412,737	423,596	10,859	2.6%
SUMTER	56,087	80,298	63,320	-16,978	-21.1%
TALLADEGA	367,044	421,726	522,056	100,330	23.8%
TALLAPOOSA	264,593	327,021	305,492	-21,529	-6.6%
TUSCALOOSA	2,576,269	2,826,278	3,140,499	314,221	11.1%
WALKER	297,107	333,607	358,633	25,026	7.5%
WASHINGTON	4,088	5,339	4,759	-580	-10.9%
WILCOX	26,026	31,027	31,752	725	2.3%
WINSTON*	66,216	78,169	81,947	3,778	4.8%
OUT OF STATE	----	----	----	----	----
<b>STATE TOTAL</b>	<b>\$65,950,292</b>	<b>\$70,662,961</b>	<b>\$75,964,094</b>	<b>\$5,301,133</b>	<b>7.5%</b>

\* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

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Taxes paid by tourists in 2018 saved  
the average Alabama family \$507.



Sweet Home  
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Alabama Tourism Department  
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